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THE BEACH NEWS

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ADVERTISING PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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VOL. 2—NO. 8 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, January 11, 1924 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

PROCEEDS OF OPERA FOR MUSICAL INSTRUCTION IN PUBLIC SCHOOLS

The opera "Hansen and Gretel," that delectable fairy tale of the broommaker's children and the witch who lived in a gingerbread house, set to music by Humperdinck and sung by grand opera companies the world over, is to be given in San Diego on the nights of February 8th and 9th, with special matinees for children on Lincoln's birthday and the Saturday following.

Community Service of San Diego, under whose auspices "Iolanthe" was given last September for the benefit of Camp Kearny, is responsible for the production of "Hansel and Gretel," which will be directed by Madame Laura de Turczynowicz. As with "Iolanthe," the second opera will be given entirely with local singers who are giving of their talent and time, but with the best professional standards and a finished production assured.

The special committee states that the proceeds of the opera will be expended for certain specified phases of public school music not provided for in the school budget, the request for this having come from Superintendent Johnson and Annie Marie Clarke, supervisor of music in the elementary schools. The money will be expended by a committee headed by the music supervisor for the following purposes:

1. To grant prizes for winners of music memory contests—the prizes to be something that will further contribute to the music growth of the contestant.

2. To grant classroom scholarships in piano or orchestral instruments or voice to pupils who have shown unusual ability in their classroom music.

3. To grant private lesson scholarships to pupils who have shown outstanding ability in their instrumental class lessons or voice lessons.

4. To provide a collection of orchestral instruments to be loaned to pupils of the public schools for a period of time, in order that they may prove whether or not they have continuing with the study of the insufficient ability to warrant their strument.

Mrs. A. L. Turner—China painting and firing, 4962 Cape May avenue. Phone Point Loma 68-W-K. *

ORNAMENTAL LIGHTS TO BE MAINTAINED ON ABBOTT STREET

The bid of the San Diego Consolidated Gas & Electric Company to furnish current and maintenance of ornamental lights on Abbott street, Ocean Beach, was recommended for acceptance to the council by the manager last Monday and the recommendation was adopted.

The company will operate 18 all-night post lamps for $55.89 per month, or $670.68 per year, and 17 lamps to burn until midnight for $32.25, or $227 a year, making a total cost for the year of $1,057.68.

It will do your EYES good to see CASTIEN, 533 B st. *

LOVING CUP STOLEN FROM DANCE PAVILION

The big glass show case in the lobby at the Ocean Beach dance pavilion was looted by robbers last Saturday night and among the quantity of jewelry stolen was a large engraved loving cup, highly valued by the owner. Manager Benbough states that the robbers also broke into the pavilion pool room and rifled the slot machines, as well as stealing a lot of cigars and cigarettes.

FISHING BARGE ON THE KELP BANKS

"Doc," of Comus Club fame, is arranging to anchor a fishing barge on the Kelp banks, for the pleasure of those who delight in following the pastime of deep sea fishing. The piscatorial float will be fitted for the comfort and service of fishermen.

Kodak Films, FROIDE'S. opp. P.O. *

FOUR MEN WHO DO THINGS

Whether it be just a quick glance, or a good steady square gaze at the faces of the famous four, featured in the accompanying illustration, one short word of four letters symbolizes them, quartetly and individually—and that particularly distinctive appellation is GRIT.

Take those four men as they appear—in attractive oval settings, amid an artistic descriptive picture of civic progress — their personalities most vividly portray effective energy, exceptional executive ability and unyielding courage.

It would take volumes to even outline the wonderful work of these "Men who are building a Greater San Diego," so suffice it to say in this space that with such men as John D. Spreckels, Claus Spreckels, E. J. Burns and Fay R. Smalley, in their highly responsible capacities directing the affairs of the San Diego Electric Railway, the whole community will be benefitted beyond the rosiest dreams of the most optimistic resident of this glorious section of sunny Southern California.

BUILDING IMPROVEMENTS 'ROUND OCEAN BEACH SHOW GREAT ACTIVITY

Building material and lumber for the following local improvements have been recently furnished by H. H. Reid & Son, of the Ocean Beach Lumber Company:

Mrs. Mary Bowoon, of 4631 Bermuda avenue, a house.

Mrs. Matson, of 4445 Santa Monica evenue, improving property.

A. Kent has contract for construction of a home at 4728 Del Mar avenue.

Mr. De Marco is building a new concession next to the shooting gallery on Newport avenue.

R. M. Sisler is erecting a new fence on his Cape May avenue lot.

E. F. Dudley is building a garage on Narragansett avenue and will later build a residence.

C. F. Baldwin, of Coronado avenue, is having a new garage erected.

A. L. Evans is constructing a house on Long Branch avenue.

G. B. Hemphill is making extensive repairs and building a garage on Narragansett avenue.

CONCESSION IMPROVEMENTS

Manager William Benbough and his chief assistant, "Jimmy" Bowker, have been busy this week tearing down some of the old concessions on Abbott street for the purpose of rebuilding better booths for the season of 1924.

O. B. "AD" CLUB ARRANGES FOR ANOTHER STRIKING SIGN BOARD

The Board of Education has approved the plan of the Ocean Beach "Ad" Club for the erection of a large sign board on the plat of land set aside for the construction of the new Point Loma Junior High School. Huge letters will announce "Site of New High School," and a secondary sentence will state in smaller lettering that the sign is "Erected by the Ocean Beach 'Ad' Club," all being easily legible for a long distance on the highway to San Diego.

BIRD Seed and Supplies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W. *

BAR ASSOCIATION ELECTS NEW OFFICERS

The board of directors of the San Diego Bar Association met this week and completed its reorganization with the election of officers. John H. McCorkle was chosen president; William Morrison, vice-president; Charles C. Butler, treasurer, and Stephen Connell, secretary.

The new board is composed of John H. McCorkle, William Morrison, Charles C. Butler, Eugene Daney, bell, Adam Thompson, Clarence Har-Jr., Edward T. Lannon, E. E. Hubden and R. C. Springer.

Stationery Supplies, Froide's, op. P.O

TURNER B. KLINE INSTALLS FINE NEW PUMP AT SUNSET GARAGE

Keeping pace with the boom in business at the Sunset Garage on Bacon street, Turner B. Kline has recently installed an up-to-date gasoline pump for the benefit of his patrons. Another innovation by the enterprising proprietor of the Sunset, is an "Efficiency Record Book," complying fully with the law for the registration of every car in every twelve hours, and affording full protection to car owners.

Newstand, next to Postoffice *

VICE-PRESIDENT HEILBRON

Councilman Fred A. Heilbron was elected vice-president of the city council this week to serve for the next eight months. He succeeds Councilman Virgilio Bruschi, who nominated Heilbron for the place, it being Heilbron's "turn" for the honor.

Kodak Finishing FROIDE'S op. P.O.*

Movies

TOP-NOTCH ATTRACTIONS AT THE OCEAN THEATRE

Manager Ray Ericcson has reached 'way up and picked some of the best films from the movie tree for his current bookings. Just take a look at the list. John Barrymore in "Sherlock Holmes", tomorrow (Saturday) night; Hoot Gibson in "Out of Luck" on Sunday and also the final round of "Fighting Blood," while for the mid-week feature next Wednesday and Thursday, Bert Hart's famous story, "Salome Jane," will be shown, with Jacqueline Logan in the title role. Don't miss 'em!

STREET RAILWAY PUSHING RECONSTRUCTION

The San Diego Electric Railway company is arranging to go ahead with its reconstruction program with all possible rapidity, but must take each job in its turn and complete the work as the funds become available.

BURKHARDT IS BUSY

"Roy" Burkhardt is busy enlarging and remodeling his cigar store and factory on Newport avenue. When everything is ship-shape, full details will be given with his business announcement in these columns.

SUPERB OIL PAINTINGS BY TALENTED LOCAL ARTIST AT SMITH'S SHOE SHOP

Admirers of the beautiful in art are afforded a fine opportunity of securing some splendid oil paintings now being exhibited at Smith's Shoe Shop on Newport avenue, Ocean Beach.

The paintings portray ideal sylvan scenes, vivid views of mountain, forest and stream, and striking reproductions of cliffs, beach and surf, all finished in oil colors from the master brush of the talented J. T. Smith, whose genius as a singer has often won him marked recognition and worthy approbation for many years.

Popularly known as the "Singing Shoemaker," his skill as a painter in oils will greatly add to his fame. Most of his subjects are faithful delineations of nature, as seen in sky, stream and sea, as well as flowering glade and shady glen, with towering trees and backgrounds of snow-clad peaks, all treated in masterly style, with the delicate touch of the true artist.

Mr. Smith is deserving of special praise for his excellent assortment of paintings. His studio is located in a well lighted extra room in the rear of his shoe shop and he is fully equiped to paint reproductions of works for his patrons, besides his own carefully chosen subjects.

Spratt's DOG Foods and Remedies at the O. B. Feed, Fuel and Express. Phone Point Loma 20-W. *

SPECIAL ATTACHMENT TO STOP THAT SQUEAKING IN RADIO SETS

Much interference is sometimes unknowingly caused by Radio listeners, owning a so-called "C-R 5," or single circuit regenerative receiver. Such a receiver, when in operation, acts not only as a receiver of radio waves, but also as a small transmitter, emitting interferring waves on whatever wave length the set is tuned to. Sudden changes of adjustment and repeated tuning, creates disturbing squeals and howls, in nearby sets.

This can be overcome by inserting a "Potentiometer" in series with the aerial lead and the set. Such an attachment costs only a small sum, and does not decrease the efficiency of the set. Why not It everyone get the full benefit of the concerts, and yet enjoy them yourself?

If you are interested in this suggestion, call Point Loma 330 for any data you might wish. It will be gladly extended by R. U. Damon, of Faber & Damon, whose business announcement gives details of their radio equipments and sets on sale at the Little Cash Grocery on Newport avenue.

ATTENTION OF VOTERS

On account of ill health, Mr. D. C. Crosby of 4930 Main avenue, will be unable to register voters this year. Prospective voters can register with Mrs. H. Gerard at 4727 Brighton avenue.

Sports

CHULA VISTA BALL CLUB BOOKED FOR HERE SUNDAY

According to schedule, the Chula Vista baseball team has been booked to cross bats with the Ocean Beach team on the local grounds next Sunday. The contest promises to be a rip-snorter, as it will be fresh blood for the beach bunch.

* * *

OCEAN BEACH CLUB JOINS NEWLY ORGANIZED COUNTY BASEBALL LEAGUE

Plans for a county baseball league were perfected last Friday night at a special meeting in Carl Klindt's baseball and sporting goods headquarters in San Diego. Lieut. C. D. Baylis of the Marine Base, was elected president; W. G. Breitenstein, vice-president, and Bill Dowd, secretary-treasurer.

Members of the organized league and the managers are as follows:

Carlsbad, Ray Carpenter; Escondido, K. E. Peterson; East San Diego, J. Harvey; Ocean Beach, L. A. Shaffer; Logan Athletic Club, Russ Shannon; A. B. C. Electric Co., P. Palmer; Neighborhood House, W. G. Breitenstein; El Cajon, J. Graves; National City, D. Bird; Golden Hill, J. Dawson.

Newstand, next to Postoffice *

BANKER-FARMER MEETING NOTES

A conference of bankers and farmers of the Fifth Federal Reserve District held recently at Raleigh, North Carolina, under the auspices of the American Bankers Association Agricultural Commission, adopted the following principles:

"In order to encourage and promote a safe, sane and constructive system of farm practices, the Banker and Farmer Conference of the Fifth Federal Reserve District would make the following recommendations with reference to the activities of farmers and bankers on which to concentrate efforts during the coming year:

"1. Encouragement of loans by bankers to bright and deserving young men and young women who wish to go to college to study agriculture and home economics.

"2. Promote in a rational and conservative way the economic increase in the productiveness of the soils of the district so that a larger unit of crop production may be secured. Small unit yields of necessity are expensive while moderate to large yields of crops are generally the cheapest. Larger yields per acre coupled with a reduction in the acreage, when advisable, should and usually will be more profitable and when handled properly will not lead to an over-production.

"3. Encouragement of a proper system of diversified farming in which farmers will grow as far as practical all the food and feed crops necessary for feeding the family and livestock of the farm, and to keep on the farms the requisite kinds and amounts of livestock best to meet the economic needs of farming.

"4. To formulate and put in motion definite plans for carrying ut this program, it is urged that the Agricultural College of the District put a county agent in every county and that a banker-farmer conference be called to meet early in the fall at the agricultural college of each State."

NATION'S SAVINGS PLANT TRIPLED

Savings banks and banks having distinct savings departments, not counting branches, have grown in numbers in the United States from 5,376 in 1912 to 16,709 in 1922 or an increase of about 210 per cent in ten years, says the Savings Bank Division of the American Bankers Association. Savings deposits, it is pointed out, now comprise about one-half of all bank deposits of every description.

WHAT ADVERTISING DOES

America has the best life on this earth because it has the best advertised life, says Colonel W. G. Edens of the Public Relations Commission, American Bankers Association. He goes on: "American health is the best in the world because American people are best informed in the ways and habits of health, largely through advertising. American business is the largest and most successful in the world because it uses advertising the most. American business men enlarge their business institutions in proportion as they advertise them. American buyers become more shrewd in spending their money in proportion as they read advertisements.

"The press of the United States is regarded by many as the most powerful of our institutions. It must be numbered with the schools and the churches as one of the trinity of most powerful creators of knowledge and patriotism.

"Advertising is what it is today largely because of the power and success of the daily paper. Nevertheless, it is true that the daily paper is as successful as it is today because of advertising.

"The banking business has been benefited largely by advertising within the last dozen or fifteen years. Banking institutions have done more advertising than ever before. They have installed advertising departments which acquaint their communities with facts formerly regarded in the light of institutional secrets. The banker publishes facts which build up confidence in his institution.

"The result has been that millions of people who formerly would not place their money in the care of bankers, but who hoarded it at home, entrusted it to friends, or invested it in wildcat speculations, now regard the bank as the safest place in the world. Hundreds of millions of dollars have been brought from their hiding places and placed in circulation, much to the advance of America and American institutions, as well as American business. Newspaper advertising has done more for American banks in the last dozen years than any other single agency."

TRUST COMPANY GROWTH

Nearly fourteen and one-half billions of dollars are the total present resources of trust companies in the United States. Institutions reporting number 2,478, as compared with 2,372 a year ago. The actual figures for the year ending June 30 last are $14,441,500,000 resources, as compared with $12,739,600,000 in 1922, representing a gain of $1,701,900,000.

Who makes the same mistake twice is a fool.

The perfect man would be a terrific bore.

Some people really believe that the cow jumped over the moon.

SUBSCRIBE NOW

JUSTICE

by GRACE E. HALL

A keen blade makes an open wound,
And crimson stains are bright,
And laws are made for blade and blood,
To keep man's conduct right;
But what of those who stab and slay
A human heart—and go away?

An open wound is red and raw,
And everyone may see,
And those who use a knife, the law
Will punish lawfully;
But those who only stab the heart
May strike in safety and depart.

A keen blade makes an open wound,
A cruel wound and red,
And every man will cry that law
Upon its course be sped;
But souls are murdered everywhere,
And men but smile and call it fair.

A keen blade strikes—and is done,
And all the world may know,
But through the years a poison gnaws
With deadly pain and slow;
But laws and men heed but the blade,
Or ragged holes by bullets made.

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MEAT YOU CAN ENJOY

There are several reasons why you can and will enjoy Meat from

CUNDELL'S MEAT MARKET

Only the choicest meats are secured and their goodness is guarded most carefully with the utmost cleanliness and cold storage equipment.

PHONE POINT LOMA 296

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT BAGGAGE JOBBING MOVING Ocean Beach

Residence Phone Point Loma 125-J

STORAGE

FEED, FUEL and HARDWARE

Office Phone Point Loma 136

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wst Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

The Maine Garage

STORAGE AUTO REPAIRING
ACCESSORIES

5040 Newport Avenue
Ocean Beach, Calif.

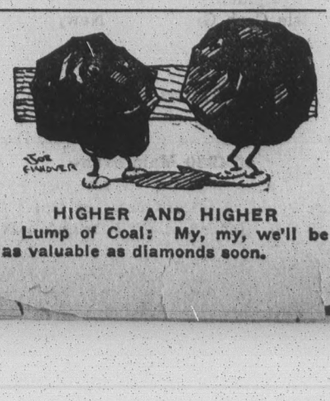
PHONE POINT LOMA 382

Dancing Every Night and Sunday Afternoon--ExceptMonday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

Classified ads. get quick results

Petrified Coconut.

A petrified coconut was found recently in Marlborough district, central Queensland, Australia, among the ballast taken out of a railway cutting. The exact shape is still retained, and even the eyes are apparent. When split in halves with an axe a perfectly-formed kernel was disclosed inside. The coconut is thoroughly petrified, and is as heavy as a lump of iron.



HIGHER AND HIGHER

Lump of Coal: My, my, we'll be as valuable as diamonds soon.

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

PRESIDENTIAL HONOR PROFFERED 'OUR KATHERINE' REGRETTABLY DECLINED

Through the courtesy of Fay R. Smalley, president of the Federated State Societies, the presidency of the New York State Society was tendered this week to Mrs. Kirk Smith ("Our Katherine"), but the honor has been necessarily declined, owing to the multifarious duties requiring her attention as secretary-treasurer and social editor of THE BEACH NEWS, besides her home pursuits. Proffer of the honor was most highly appreciated.

REGISTERING VOTERS

Mrs. H. Girard, of 4727 Brighton avenue, is making a house to house canvas in Ocean Beach for the purpose of registering voters. In order to vote at the forthcoming election it is necessary that every voter should get their name on the registration books, under the new law. Mrs. Girard wishes it known that she will register anyone missed if they will call at her home evenings. Get your name on the books, if you want to vote in the future.

HURT RUNNING FOR CAR

Mrs. Ella Aycock, 940 Alameda way, Loma Portal, received a fracture of the shoulder when she slipped while running for a street car last Monday afternoon. She was taken to the county hospital.

SPECIAL SEWING DAY

The ladies of the P.-T. A. are invited to attend a special sewing day at the school house on Wednesday, January 23rd. They are requested to bring something to be made over for boys or girls. Some new garments made at the meeting this week will be given out by Miss Kate Spani to children who may need them.

AN HONOR DINNER

Miss Kate Spain will attend the dinner to be given at the Maryland Hotel today in honor of Mrs. Hugh Bradford, state president of P.T. A. Federation. Other guests from Ocean Beach will include Mrs. A. L. Cummingham, Mrs. J. E. Dunbar, Mrs. G. L. Beeler, and Mrs. A. B. Mulville.

Mr. and Mrs. J. H. Barr of Gilroy, Calif., and their daughter and son-in-law, Mr. and Mrs. Richard Bell, of San Diego, visited last Sunday with Mrs. Mary Hammer at 2062 Defoe street.

DEMISE OF C. H. BLACKMER

At the advanced age of eighty-five years, Charles H. Blackmer passed away on January 6 at Descanso. He was a native of Massachusetts and was a brother of J. K. Blackmer of Ocean Beach.

LIGHT WANTED

The residents in the vicinity of Cape May avenue and Ebers street are registering a complaint over the continued darkness owing to the street light at that corner being out of order.

GOLDEN MOTTOES

A fool's motto—win gold and end it.

A miser's motto—win gold and spare it.

A broker's motto—win gold and lend it.

A wise man's motto—win gold and use it.

A profligate's motto—win gold and spend it.

A gambler's motto—win gold and lose it.

A vain man's motto—win gold and wear it.

A sailor's motto—win gold and cruise it.

A generous man's motto—win gold and share it.

DORIS' SEVENTH BIRTHDAY

Doris Reid, daughter of Mr. and Mrs. F. W. Reid of 1727 Cable street, celebrated her seventh birthday Tuesday, January 8. A beautiful pink cake with seven candles, graced the center of the table. At each plate were dainty favors in the shape of little baskets filled with fancy candy. Games were played, and Mrs. Reid took pictures of the following little guests: Lucille Neumont, Ruth Hubbard, Flora Orcutt, Barbara and Dickey Spencer, Noel Finley, Kenneth Hait and Jack Mason. Mrs. Donald Spencer, of 4860 Narragansett avenue, who also attended, took the merry crowd of happy children to their respective homes in her automobile after the jolly birthday party.

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Birthday Cards, Froide's, op. P. O.*

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ENJOYING BEACH SUNSHINE

Mr. and Mrs. F. Tozer and Mr. and Mrs. L. L. Neville, all of Seattle, Wash., are guests at the home of Miss Rose Morrison, 5028 Muir avenue.

◆ ◆ ◆

VISITED PARENTS

Walter Clarke of Los Angeles, son of Mr. and Mrs. John Clarke of 4761 Niagara avenue, who came here to attend the stockholders' meeting of the Southern California Marble and Development Company last week, visited his parents for a few days and returned to his home last Sunday.

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NEW MINISTER ARRIVES

Dr. E. Herbert Hayden, minister of the First Baptist Church of Ocean Beach, and who formerly lived in Reno, Nevada, moved to the Del Monte cottages last Saturday and expects to make his permanent home here. Dr. Hayden states that so far, on brief acquaintance, he is very much delighted with Ocean Beach.

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Picture Frames. FROIDE'S, opp. P. O.

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GUESTS FROM CANADA

Mrs. Anna E. Perry of 5059 West Point Loma boulevard, entertained Mr. and Mrs. Joseph Maxwell, Miss Ruth Maxwell and Russell Maxwell, of Alberta, Canada, over the week end. They are at present residing in Long Beach, but intend to make their home here in the near future.

◆ ◆ ◆

CHILLY FOR JACK AND JOE

"Jack" Neumont and "Joe" Summers, of the O. B. Bait House, are up in the mountains on another prospecting trip. They sent a hurry-up call to the beach this week for warmer clothes and plenty of 'em.

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Mr. and Mrs. L. E. Schmitt from Siskiyou, Calif., arrived here last Monday and are residing at the Charlene bungalows.

◆ ◆ ◆

Mr. and Mrs. A. G. Edgington of Loma Linda, Calif., spent the week-end with their parents, Mr. and Mrs. G. D. Hemphill, of 4950 Narragansett avenue.

◆ ◆ ◆

Mr. and Mrs. Everett E. Ferguson and baby of Cheyenne, Wyoming, are residing in the Los Nidos Court of Santa Monica avenue.

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FLOWERETTES

If a pawnbroker, wear hollyhock.

If a detective, wear trailing arbutus.

If you believe in modesty, wear violets.

If in favor of kissing, wear snapdragons.

If you don't care for expense, wear orchids.

If in favor of marriage, wear orange blossoms.

If opposed to marriage, wear bachelor's buttons.

If in favor of daylight saving, wear a four-o'clock.

CLASSIFIED ADS GET QUICK RESULTS

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

SUNSET CREST
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue, Office, 5024 Newport Ave.

O. B. Cleaners
R. D. CRAPO, Prop.
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

Phone Pt. Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

San Diego's All-Year-Round TOY LAND
CHILDREN'S Indoor and Outdoor PLAYTHINGS
Phone 625-70
PASSMORE'S
Bird and Toy Store
Sixth and B Sts., San Diego
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

J. B. MASSE'S
LOCK AND KEY WORKS
Electrical Appliances Repaired
RE-KEY ANY LOCK
Fishing Tackle Fixed Like New
1957 Abbott St., Ocean Beach

C. Townsend Brown
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
4769 NIAGARA AVENUE
Ocean Beach California

Mister Advertiser:

It's a highly delightful fact that The Beach News has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in The Beach News, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Classified Ads Get Quick Results.

OCEAN THEATRE

COMING SATURDAY
John Barrymore
—in—
Sherlock Holmes
Admission 15c and 20c

COMING SUNDAY
Hoot Gibson
—in—
"Out of Luck"
* * *
"FIGHTING BLOOD"
Last of "Fighting Blood"
Always a Good Comedy
Admission 15c and 20c

SPECIAL
WED. and THURS.
Bret Hart's Famous Story
"Salome Jane"
With
Jacquelene Logan
Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

IF YOU HAVE
HOUSES *For Rent*
Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

Is Your Name
On Our Subscription Books?
If NOT—*NOW* is the time to Subscribe—at our office or with any of our agents
$1.00 a Year

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

OCEAN BEACH BALL CLUB

Over twenty managers were present, each axious to enter his team in the County league. Only ten teams were taken in, however, and the others will form a minor league. At the end of the season the titleholders of the two circuits will probably meet in a series for the baseball championship of San Diego county.

THE BEACH NEWS
AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

2 ... 7

Subscription Price, $1.00 a Year
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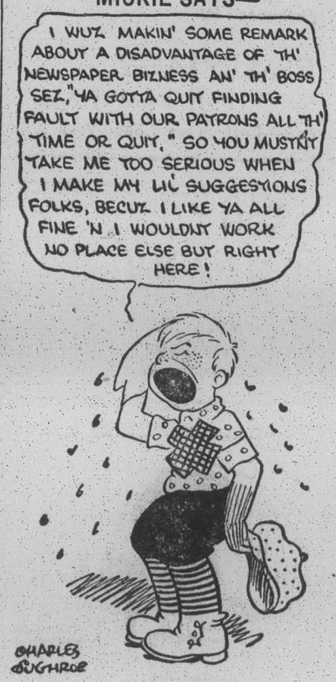
"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California under the Act of March 3, 1879."

FRIDAY, January 11, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

MICKIE SAYS—


I WUZ MAKIN' SOME REMARK ABOUT A DISADVANTAGE OF TH' NEWSPAPER BIZNESS AN' TH' BOSS SEZ, "YA GOTTA QUIT FINDING FAULT WITH OUR PATRONS ALL TH' TIME OR QUIT." SO YOU MUSTN'T TAKE ME TOO SERIOUS WHEN I MAKE MY LIL SUGGESTIONS FOLKS, BECUZ I LIKE YA ALL FINE 'N I WOULDN'T WORK NO PLACE ELSE BUT RIGHT HERE!
CHARLES SUGHROE

OFFICIAL RECOGNITION GRANTED "THE BEACH NEWS" AS LEGAL NEWSPAPER

In Superior Court, Part 2, last Friday, January 7, "THE BEACH NEWS" was legalized as an official city and county newspaper of general circulation. The petition for recognition was officially granted by Judge Carey upon due presentment by the editor and publisher, Kirk Smith, represented in the proceedings by Attorney Robert Hamilton of the law firm of Hamilton and Lindley, with offices in the Union building.

Picture Frames, Froide's, opp. P.O.*

Violet and Gold

BOY SCOUT COMMITTEES

Mat. F. Heller, who recently was elected president of the San Diego County Council, Boy Scouts of America, has announced the various committees:

Court of Honor—Mayor John L. Bacon, chairman; Gen. J. H. Pendleton, George Mayne, Albert Scott, Claus Spreckels, Henry C. Johnson, George Thomas, Admiral Robertson, S. M. Bingham, Judge S. M. Marsh, John J. Fraser, C. A. McGrew, Rev. Roy Campbell, Louis Almgren

Fifth District—Point Loma, Ocean Beach, Pacific Beach, La Jolla, Sterling Judson, chairman; Harry Folsom, Frederic W. Stearns, Walter Austin, John Haskell.

SOLDIERS SIDESTEP ALIMONY PAYMENT

A decree for alimony against a soldier is a private indebtedness and no action will be taken by the war department, except under extraordinary circumstances to enforce payment of it, according to a ruling of the judge advocate general of the United States army, recently received at Fort Rosecrans.

It's Not Far to a FABER Store
Faber's O. B. Grocery
The Little Cash Grocery — 5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3 — 2119 Bacon St. Phone Pt Loma 248
Choicest Fresh Meats and Poutlry --- Fruits and Vegetables
Candies, Nuts and Crackers --- Pure Staple Food-Stuffs
It's Not Far to a FABER Store

Expert Repairing of all kinds for
RADIO Sets, Aerials and Equipment
NEW RADIOS INSTALLED COMPLETELY
At Very Nominal Prices
FABER & DAMON
Little Cash Grocery, 5021 Newport Ave. Ocean Beach

RACIAL QUESTION CAUSES HEATED ARGUMENT AT SCHOOL BOARD MEETING

In a warm interchange of words between Dr. H. T. Woodward, of Loma Portal, and Edgar F. Hastings, of the Board of Education, it was developed at the board meeting early this week that there is considerable feeling on the racial question in connection with the attendance of pupils at the Point Loma public school.

Dr. Woodward had appeared before the board to ask that his children, who normally would attend the Point Loma school, be permitted to remain in the Loma Portal school until June. Opposing the stand was Dr. Fred Baker, also of Point Loma, who contended that attendance of children of foreign parentage at the Point Loma school is no reason for others staying away from it.

Some time ago the school board adopted a resolution declaring that children in the Point Loma school district should go to the Point Loma school and Dr. Woodward's request was for a special permit.

Following a heated argument on the subject, the board voted to allow Dr. Woodward's children and other children, too, to remain at Loma Portal until June if they wished. Mr. Hastings voted aye in order that he might move for a reconsideration, which he said he would ask at the next meeting.

FREE HAIR NETS FOR ALL WOMEN VISITORS AT THE BEAD SHOP

During the week beginning Monday, January 14, to Saturday, January 19 inclusive, every woman visitor at the Bead Shop, 533 B street, San Diego, will be presented with a hair net absolutely FREE, with no obligation of any particular purchase.

Mr. and Mrs. Aaberg, the enterprising proprietors of the Bead Shop located on B street, opposite the new Commonwealth building, between Fifth and Sixth streets, have just received a consignment of several thousand new hair nets and have adopted a generous method of introducing them. The hair nets are of guaranteed mesh, cap shaped, and in a variety of suitable colors. One will be given free to each woman visitor at the Bead Shop every day next week.

FAST-STEPPING O. B. CLUB DEFEATS RAILROAD TEAM

By a score of 6 to 1 Manager Shaffer's O. B. bunch of ball players beat the S. D. & A. Ry. Club last Sunday afternoon on the beach diamond. McMullen of the home team scored half of the half dozen total runs, besides smashing out a triple. Vitek was in fine form, fanning nine of the visitors and giving only four hits. The score:

	R.	H.	E.
Ocean Beach	6	6	1
S. D. & A. Ry	1	4	4

Batteries: Vitek and Pollnow; Tinning, Sumner and Blair.

Classified Ads Get Quick Results.

MORE NEW BUILDINGS FOR S. D. A. & N. ACADEMY

With a steady increase in the enrollment of students at the San Diego Army and Navy Academy in Pacific Beach, it is announced that plans have been arranged for the construction of a $30,000 building and four new dormitories. With the Christmas vacation period over, 130 students are now listed on the registers, with the possibility of many more being enrolled.

COMMUNITY LEAGUE ELECTS NEW OFFICERS

The first meeting of the P. B. Community League for the new year was largely attended last Monday night, when new officers were elected for the ensuing term. H. Owens was named as president and John Fowler, secretary-treasurer.

PIGEON HOLE PETITIONS FOR BIRD SANCTUARY

The city council this week referred to conference several petitions for making Mission Bay and vicinity a "bird sanctuary," assertions being made that birds frequently are maimed and die slowly along the shore, and that the lives of bathers and residents are endangered because of flying shot.

P. B. READING CLUB

Social activities for the new year have been begun by the Pacific Beach Reading Club with an excellent program which was enjoyed by a large attendance. The hostesses were Mesdames Baylis and Lane, who served light refreshments. An interesting feature of the initial meeting was an inspiring article entitled "Art," written and delivered by Mrs. H. A. Hodge, who was warmly congratulated on her splendid presentation of the subject.

NEW LUMBER COMPANY

Under the title of the South Coast Lumber Co., Wallace Walter and O. M. Wangsness have opened a hardware store and lumber yard at 1121 Garnett street.

P. B. BUILDING ACTIVITIES

Earl Taylor has begun the construction of new stores at the intersection of Garnett and Cass streets.

W. D. Shurtz, the "Black Diamond" vegetable market man, is erecting a new store on his property.

Petitions are being circulated for the paving of Garnett street from Pendleton avenue to the ocean front.

With one new house well under way on Congress Heights, seven more residences will be constructed there in the near future.

A small business card costs you only six-bits a week. Big display at reasonable rates.

SPEND YOUR DIMES AND DOLLARS AT HOME

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

WANTED—Woman to do medium family wash at her own home. Will deliver and call for it. Address P. O. Box 657.

WANTED TO RENT—Five-room modern house, for two persons, reasonable rent, good location. No agents. Phone Main 3047.

FOR RENT—Unfurnished house, modern in every way, good garage. Inquire at Brown's Souvenir Store, 5041 Newport avenue.

FOR RENT—Three 5-room modern houses, furnished for two people; no dogs; $30, with garage. D. C. Crosby. Phone: Pt. Loma 214-J.

FOR SALE—One woven wire bed spring; one good oil heater; nice cheerful, sunny house; lot 50x100; garage; three chicken runs; rabbit hutch; bearing fruit trees. 4814 Long Branch Ave.

WANTED—Lawn mower, must be in first class condition and reasonable. 4829 Saratoga Ave.

FOR SALE—Fertilizer, at 4860 Niagara avenue. J. A. Jacquot.

WHY PAY RENT? We build to suit. All kinds of CARPENTER work done by day or contract. Miller & Pickard, call Pt. Loma 70-J.

WANTED—Gravel and dirt hauling, leveling, and plowing; vacant lots cultivated and fenced; outdoor job work of all kinds at the Beaches. Reasonable charges. See or write NEIL MORRISON
4519 Bermuda Ave., Ocean Beach. Phone Pt. Loma 17.

Community Forum

THIS COLUMN OPEN TO ALL ON ANY SUBJECT

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

Wanton Destruction

Editor The Beach News:

Just before Christmas somebody went on the property at 4298 Whittier street, and cut down two fine cypress trees belonging to a woman who valued them highly. It took six years to grow those trees. It also ruined the decorative line of which those trees were a part.

This party probably wanted to celebrate Christmas at the expense of another and cared not how much damage was done as long as a couple of dollars was saved.

I doubt very much if this person knows the significance of the word Christmas.

If this party can find the way to 5012 Del Monte avenue, the writer will explain a few things about decency, honesty, good citizenship and Christianity.

However, I doubt whether anyone of such a caliber has sufficient knowledge of the English language to understand anything said words of over one syllable.

H. J. DEVEREAUX
5012 Del Monte Ave., Ocean Beach.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

* SUBSCRIBE NOW! *

Religious Notes

* * *

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

PACIFIC BEACH Community League

Organized to Advance the Best Interests of Pacific Beach
* * * * * * * * * * * *
H. A. HODGE, Chairman
CARL S. CLARK, Vice-Chairman
FRED L. BROPHY, Secy-Treas.
* * *
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

PACIFIC BEACH PRESBYTERIAN CHURCH
A Community Church, Where All Denominations Are Welcome.
Rev. J. W. Millar, Pastor, 1828 Missouri Ave., Pacific Beach.

Sunday school, 9:45 a. m., preaching, 11 a. m., Christian Endeavor, 7 p. m. Ladies' Aid and Missionary Societies, last Tuesday of each month.

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From a Visiting Card to a Poster
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue, Ocean Beach, California

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* * *

Ocean Beach subscribers may find it convenient to leave their yearly subscription to The BEACH NEWS at any of the following places, where receipts will be duly given:

Ocean Beach Pharmacy.
Faber's O. B. Grocery.
Froide's Foto Finishing Co.
Fremont Club Cigar Store.
Mrs. Jordan's "Peek-In" Tea-Room.
Mrs. Parmalee's station Newsstand.

"Readers" Reap Rich Rewards.

$100,000 PEACE PLAN PRIZE AWARDED

Advocates Entering World Court and Cooperation With League Without Full Membership at Present—Suggests League Membership Be Opened to All Nations and Provides for Development of International Law.

The American Peace Award brought forth 22,165 plans and many thousands of letters. Since many of the plans were the composite work of organizations, universities, etc., a single plan often represented the views of hundreds or thousands of individuals. The content of these plans is therefore an index of the true feeling and judgment of hundreds of thousands of American citizens.

These plans come from every group in American life. Some are obviously from lifelong students of history and international law. Some are from persons who have studied little, but who have themselves seen and felt the horror of war—or who are even now living out its tragedy.

But among them all are these dominant currents: that, if war is honestly to be prevented, there must be a face-about on the part of the nations in their attitude toward it; that by some progressive agreement the manufacture and purchase of the munitions of war must be limited or stopped; that while no political mechanism alone will insure cooperation among the nations, there must be some machinery of cooperation if the will to cooperate is to be made effective; that mutual counsel among the nations is the real hope for bringing about the disavowal of war by the open avowal of its real causes and open discussion of them; and finally that there must be some means of defining, recording, interpreting and developing the law of nations.

Statement of Jury of Award

The Jury of Award realizes that there is no one approach to world peace, and that it is necessary to recognize not merely political but also psychological and economic factors. The only possible pathway to international agreement with reference to these complicated and difficult factors is through mutual counsel and cooperation which the plan selected contemplates. It is therefore the unanimous opinion of the Jury that of the 22,165 plans submitted, Plan Number 1469 is "the best practicable plan by which the United States may co-operate with other nations to achieve and preserve the peace of the world."

It is the unanimous hope of the Jury that the first fruit of the mutual counsel and cooperation among the nations which will result from the adoption of the plan selected will be a general prohibition of the manufacture and sale of all materials of war.

ELIHU ROOT, Chairman
JAMES GUTHRIE HARBORD
EDWARD M. HOUSE
ELLEN FITZ PENDLETON
ROSCOE POUND
WILLIAM ALLEN WHITE
BRAND WHITLOCK

The Question to Be Voted Upon

The substantial provisions which constitute the plan selected by the Jury of Award, and upon which the vote of the American people is asked, are hereby submitted by the Policy Committee as follows:

I. ENTER THE PERMANENT COURT

That the United States adhere to the Permanent Court of International Justice for the reasons and under the conditions stated by Secretary Hughes and President Harding in February, 1923.

II. COOPERATE WITH THE LEAGUE OF NATIONS, WITHOUT FULL MEMBERSHIP AT PRESENT

That without becoming a member of the League of Nations as at present constituted, the United States Government should extend its present cooperation with the League and propose participation in the work of its Assembly and Council under the following conditions and reservations:

Safeguarding of Monroe Doctrine

1. The United States accepts the League of Nations as an instrument of mutual counsel, but it will assume no obligation to interfere with political questions of policy or internal administration of any foreign state.

In uniting its efforts with those of other States for the preservation of peace and the promotion of the common welfare, the United States insists upon the safeguarding of the Monroe Doctrine and does not abandon its traditional attitude concerning American independence of the Old World and does not consent to submit its long established policy concerning questions regarded by it as purely American to the recommendation or decision of other Powers.

No Military or Economic Force

2. That the only kind of compulsion which nations can freely engage to apply to each other in the name of Peace is that which arises from conference, from moral judgment, from full publicity, and from the power of public opinion.

The United States would assume no obligations under Article X in its present form, or under Article XVI in its present form in the Covenant, or in its amended form as now proposed, unless in any particular case Congress has authorized such action.

The United States proposes that Articles X and XVI be either dropped altogether or so amended and changed as to eliminate any suggestion of a general agreement to use coercion for obtaining conformity to the pledges of the Covenant.

No Obligations Under Versailles Treaty

3. That the United States will accept no responsibilities under the Treaty of Versailles unless in any particular case Congress has authorized such action.

League Open to All Nations

4. The United States Government proposes that Article I of the Covenant be construed and applied, or, if necessary, redrafted, so that admission to the League shall be assured to any self-governing State that wishes to join and that receives the favorable vote of two-thirds of the Assembly.

Development of International Law

5. As a condition of its participation in the work and counsels of the League, the United States asks that the Assembly and Council consent—or obtain authority—to begin collaboration for the revision and development of international law, employing for this purpose the aid of a commission of jurists. This Commission would be directed to formulate anew existing rules of the law of nations, to reconcile divergent opinions, to consider points hitherto inadequately provided for but vital to the maintenance of international justice, and in general to define the social rights and duties of States. The recommendations of the Commission would be presented from time to time, in proper form for consideration, to the Assembly as to a recommending if not a law-making body.

Author's Name Not to Be Revealed Until After Referendum

In order that the vote may be taken solely upon the merits of the plan, the Policy Committee, with the acquiescence of Mr. Bok, has decided not to disclose the authorship of the plan until after the referendum. The identity is unknown to the members of the Jury of Award and the Policy Committee, except one delegated member.

JOHN W. DAVIS
LEARNED HAND
WILLIAM H. JOHNSTON
ESTHER EVERETT LAPE
Member in Charge
NATHAN L. MILLER
MRS. GIFFORD PINCHOT
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Treasurer

Do you approve the winning plan *in substance?* *(Put an X in the proper box)* Yes ☐ No ☐

Name .....
(Please print)
Address .....
City ..... State .....
Are you a voter? .....

Mail Promptly to
THE AMERICAN PEACE AWARD
342 MADISON AVENUE, NEW YORK CITY

Note: Those interested in expressing fuller opinions are cordially urged to send them on a separate sheet.

W

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

In the evening they looked the grain over on the Woodruff lawn, and the colonel talked about corn and corn selection. They had supper at half past six, and Jennie waited on them—having assisted her mother in the cooking. It was quite a festival.

Jim Irwin was the least conspicuous person in the gathering, but the colonel, who was a seasoned politician, observed that the farm-hand had become a fisher of men, and was angling for the souls of these boys, and their interest in the school. Jim was careful not to flush the covey, but every boy received from the next winter's teacher some confidential hint as to plans, and some suggestion that Jim was relying on the aid and comfort of that particular boy.

Newt Bronson, especially, was leaned on as a strong staff and a very present help in time of trouble. As for Raymond Simms, it was clearly best to leave him alone. All this talk of corn selection and related things was new to him, and he drank it in thirstily. He had an inestimable advantage over Newt in that he was starved, while Newt was surfeited with "advantages" for which he had no use.

"Jennie," said Colonel Woodruff, after the party had broken up, "I'm losing the best hand I ever had, and I've been sorry."

"I'm glad he's leaving you," said Jennie. "He ought to do something except work in the field for wages."

"I've had no idea he could make good as a teacher—and what is there in it if he does?"

"What has he lost if he doesn't?" rejoined Jennie. "And why can't he make good?"

"The school board's against him, for one thing," replied the colonel. "They'll fire him if they get a chance. They're the laughing-stock of the country for hiring him by mistake, and they're irritated. But after seeing him perform tonight, I wonder if he can't make good."

"If he could feel like anything but an underling, he'd succeed," said Jennie.

"That's his heredity," stated the colonel, whose live stock operations were based on heredity. "Jim's a scrub, I suppose; but he acts as if he might turn out to be a Brown Mouse."

"What do you mean, pa," scoffed Jennie—"a Brown Mouse!"

"A fellow in Edinburgh," said the colonel, "crossed the Japanese waltzing mouse with the common white mouse. Jim's peddling father was a waltzing mouse, no good except to jump from one spot to another for no good reason. Jim's mother is an albino of a woman, with all the color washed out in one way or another. Jim ought to be a mongrel, and I've always considered him one. But the Edinburgh fellow every once in a while got out of his variously-colored, waltzing and albino hybrids, a brown mouse. It wasn't a common house mouse, either, but a wild mouse unlike any he had ever seen. It ran away, and bit and gnawed and raised hob. It was what we breeders call a Mendelian segregation of genetic factors that had been in the waltzers and albinos all the time—their original wild ancestor of the woods and fields. If Jim turns out to be a brown mouse, he may be a bigger man than any of us. Anyhow, I'm for him."

"He'll have to be a big man to make anything out of the job of a country school teacher," said Jennie.

"Any job's as big as the man who holds it down," said her father.

Next day Jim received a letter from Jennie.

"Dear Jim," it ran. "'Father says you are sure to have a hard time—the school board's against you, and all that. But he added 'I'm for Jim, anyhow!' I thought you'd like to know this. Also he said, 'Any job's as big as the man who holds it down.' And I believe this also, and I'm for you, too! You are doing wonders even before the school starts in getting the pupils interested in a lot of things, which, while they don't belong to school work, will make them friends of yours. I don't see how this will help you much, but it's a fine thing, and shows your interest in them. Don't be too original. The wheel runs easiest in the beaten track. Yours, Jennie."

Jennie's caution made no impression on Jim—but he put the letter away, and every evening took it out and read the words, "I'm for you, too!" The colonel's dictum, "Any job's as big as the man who holds it down," was an Emersonian truism to Jim. It reduced all jobs to an equality, and it meant equality in intellectual and spiritual development. It didn't mean, for instance, that any job was as good as another in making it possible for a man to marry—and Jennie Woodruff's "Humph!" returned to kill and drag off her "I'm for you, too!"

The MISSION BEACH

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
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101 Broadway, Spreckels Theatre Building,
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Prescriptions

QUALITY comes first—
We have it.

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SATISFACTION is what you want—
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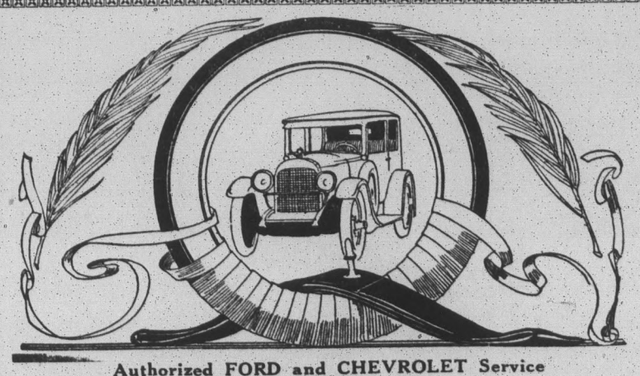

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The Beach Is Growing BIGGER, BETTER AND BUSIER

Do You Know?

that **The Beach News** is read **FIFTY-TWO TIMES A YEAR** by bona-fide **Paid Subscribers** in from one to fifteen cities in each of the following **THIRTY-THREE States and THREE Foreign Countries**, now listed on our Subscription Books—Open to All:

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POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is

Point Loma 4.

Phone to us
Write to us
Call to see us.

Phone, Point Loma 17

THE BEACH NEWS
is your friend.

Let's get neighborly!

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.